SOCIAL MEDIA SNAPSHOT

LOW BANDWIDTH CHALLENGES AND SOLUTIONS

Operating in low-bandwidth environments presents challenges in using bandwidth intensive social media sites

- Nearly impossible to upload photos or videos
- Delays or errors in posting due to slow internet speed
- Banned access or restricted time access to social networking sites

Social media sites are a critical tool for many PAOs to communicate with Sailors, families and advocates—especially those who have already built communities on those sites, but unfortunately, bandwidth increases in the near future are unlikely.

How can those relationships be maintained while facing bandwidth constraints? We've collected some work-arounds other PAOs use that could be a potential solution for you.

Email updates and content you wish to share on Social Media to someone at home

- Work with your ship's ombudsmen, someone who may be staying behind as part of your shore detachment, and/or a trusted family member with access to high-speed internet as your support.
- Email him/her content for social media sites
- Have them update your site(s) (upload, post, comment, tag, etc.) and monitor them for you
- Establish regular email communications with your support to be notified of posts/comments that need attention.

EXAMPLE: USS Bonhomme Richard

- Senior Chief Nagle provides administrative rights for the ship's Facebook page to his wife who can upload photos and videos and most recently sent holiday greetings from various departments

EXAMPLE: USS Bataan

- USS Bataan leveraged CHINFO to set up their Facebook account and upload an initial album of photos, so they could use limited bandwidth to provide critical updates on what was going on in Haiti during Operation United Response

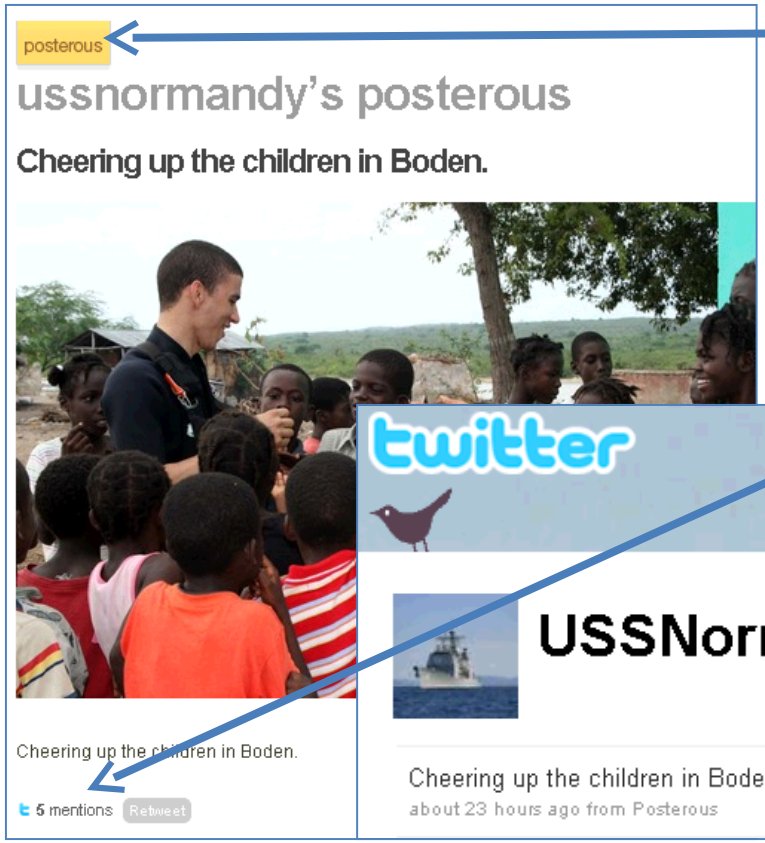
facebook
Home
Profile
Friends
Inbox
Tracy Johnson
Settings
Logout
USS Bonhomme Richard (LHD 6)
Become a Fan
Wall
Info
Photos
Boxes
Links
Events
USS Bonhomme Richard (LHD 6)
Just Fans
USS Bonhomme Richard (LHD 6) Congratulating two more enlisted surface warriors: OS2(SW) Griffin and ET3(SW) Rosales. Well done to both!
Yesterday at 1:02pm · Report
Add to My Page's Favorites
Suggest to Friends
41 people like this.
View all 10 comments
Maureen Hanley yep...the official recognition is cool...
Yesterday at 6:35pm · Report
Michelle Williamson Yes stay safe, and don't worry Marcus Ceasar seems better, I love you honey!!
Yesterday at 9:37pm · Report
"I have not yet begun to fight!" -- Capt. John Paul Jones, Commanding Officer of the first Bonhomme Richard
Information
USS Bonhomme Richard (LHD 6) BZ to newly qualified enlisted surface warfare
USS Bataan (LHD 5)
LCACs, Sailors on the beach in Haiti
14 new photos
January 22 at 6:40pm · Comment · Like · Share
21 people like this.
View all 9 comments
Sarah Gray Clark You're all doing amazing work! God Speed Mighty BATAAN!
January 23 at 8:53am · Delete · Report
Mark Jones Do you have any pics/vids of an LCAC hitting the beach?
January 23 at 4:56pm · Delete · Report
Write a comment...

Email content to services such as Posterus or Flexamail to automatically update SNS

- Sign up for one of the posting services and link your social media accounts to your posting service
- Email updates to service
  - http://posterous.com/
  - http://flexamail.com/
  - http://twitpic.com/

WHY THIS WORKS?
•Typically, more bandwidth is allocated for e-mail use than web browsing or social media sites.
•Be sure and set this up while in port so you can work through any issues before you need it.

EXAMPLE: USS Normandy
•Used Posterous to update their Twitter and Facebook account while deployed to Haiti for Operation Unified Response

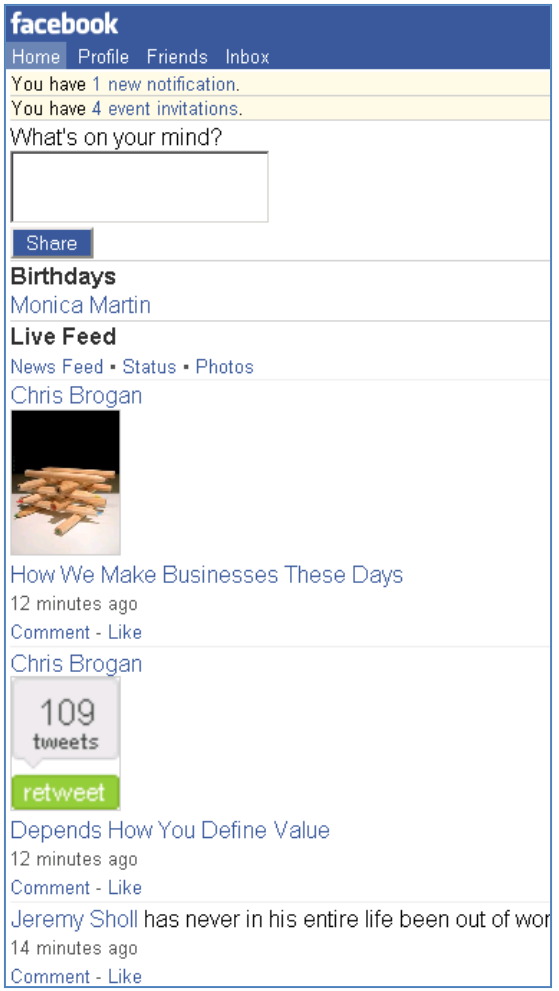


USS Normandy PAO sends email to Posterous with photo and comment they wish to post to SNS

Then Posterous automatically updates SNS linked to that account—In this case, Twitter

Use mobile phones and mobile versions of sites

- When mobile phone reception is available, updating sites from mobile applications can be a good alternative when experiencing restricted access on your network.
- Using mobile versions of sites uses less bandwidth (on a mobile device or on a computer) and can increase speed of use
- Many commonly used social networks have mobile sites
  - http://m.facebook.com
  - http://m.wordpress.com/
  - http://m.flickr.com/#/home



"When my internet connection is pathetically slow, I usually go to the mobile version of Facebook. It works really well"

--LCDR William Marks, Public Affairs Officer
USS Abraham Lincoln (CVN 72)

If a site is blocked locally, request an exception as the restriction inhibits you from fully performing public affairs duties

- Just as updating your command website is part of your job as a PAO, so is using social media sites such as Facebook and Twitter.
- Most social media sites are blocked locally. Only a few, MySpace and YouTube specifically, are blocked at the DoD level.
- If you can demonstrate the importance and value of these sights to your leadership upfront then you will have an easier time making the case for access when in a bandwidth restricted environment.
- Work with your network administrators and coordinate updates for the times of day when bandwidth is more available. Ask for priority for your updates during these times.

"The use of these technologies creates flexibility and adaptability that we need in our force. For leaders to be connected to social media... administratively and operationally... is absolutely critical"

--Admiral Mike Mullen

There is no silver-bullet solution to bandwidth limitations. It will take coordination and creativity to continue social media use.

Questions?

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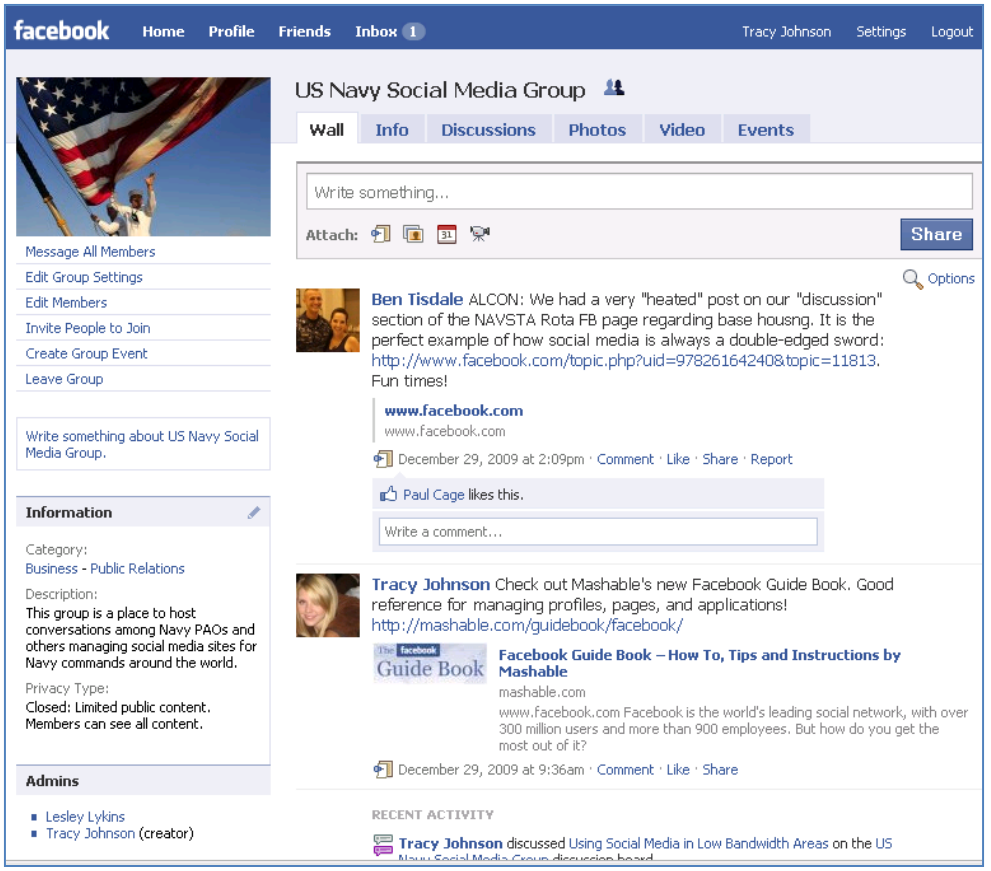
facebook
Home
Profile
Friends
Inbox 1
Tracy Johnson
Settings
Logout
US Navy Social Media Group
Wall
Info
Discussions
Photos
Video
Events
Write something...
Attach:
Share
Options
Message All Members
Edit Group Settings
Edit Members
Invite People to Join
Create Group Event
Leave Group
Write something about US Navy Social Media Group.
Information
Category:
Business - Public Relations
Description:
This group is a place to host conversations among Navy PAOs and others managing social media sites for Navy commands around the world.
Privacy Type:
Closed: Limited public content. Members can see all content.
Admins
Lesley Lykins
Tracy Johnson (creator)
Ben Tisdale ALCON: We had a very "heated" post on our "discussion" section of the NAVSTA Rota FB page regarding base housng. It is the perfect example of how social media is always a double-edged sword: http://www.facebook.com/topic.php?uid=97826164240&topic=11813. Fun times!
www.facebook.com
www.facebook.com
December 29, 2009 at 2:09pm · Comment · Like · Share · Report
Paul Cage likes this.
Write a comment...
Tracy Johnson Check out Mashable's new Facebook Guide Book. Good reference for managing profiles, pages, and applications! http://mashable.com/guidebook/facebook/
Facebook Guide Book – How To, Tips and Instructions by Mashable
mashable.com
www.facebook.com Facebook is the world's leading social network, with over 300 million users and more than 900 employees. But how do you get the most out of it?
December 29, 2009 at 9:36am · Comment · Like · Share
RECENT ACTIVITY
Tracy Johnson discussed Using Social Media in Low Bandwidth Areas on the US